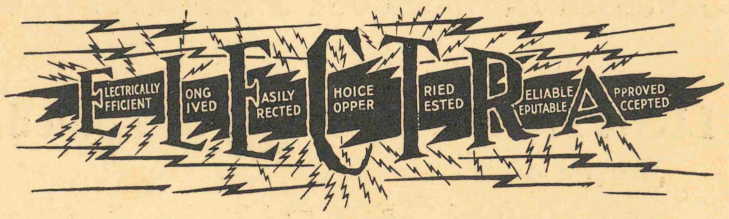
We Will Give

$1000
REWARD

$1,000 in Gold

to the person who can show a better grade of copper than used in Electra Lightning Conductors; we will give the same amount to any person who can produce a lightning conductor testing higher in conductivity than the Electra; we will give the same amount to any person who can produce a lightning conductor affording more lightning protection than the Electra.

ELECTRA MANUFACTURING COMPANY
INCORPORATED
CHICAGO, ILL.


ELECTRA
LECTRICALLY FFICIENT
ONG IVED
ASILY RECTED
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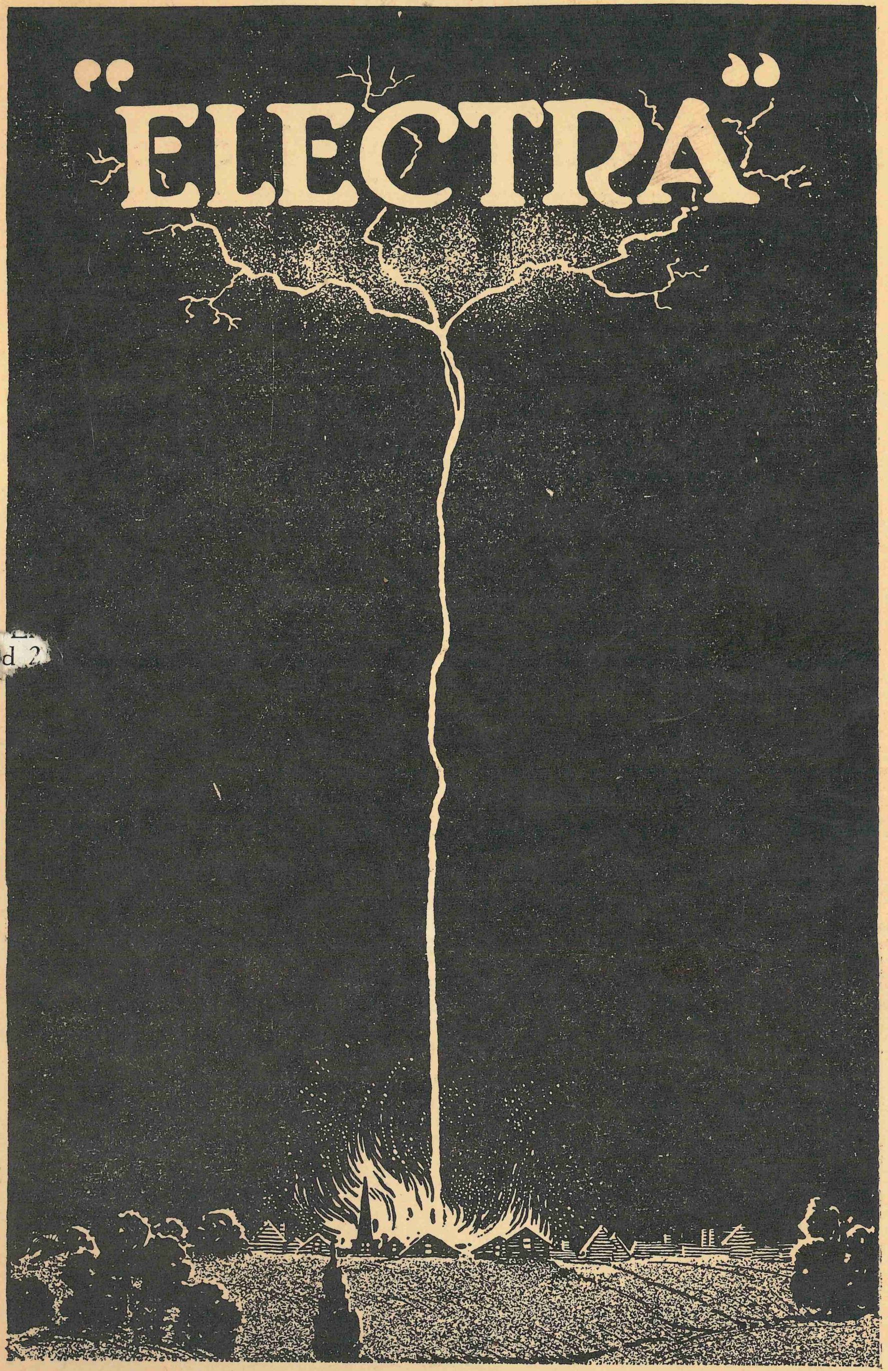
SUPREME LIGHTNING PROTECTION

IN BUSINESS OVER TWENTY YEARS

"ELECTRA"



ELECTRA MANUFACTURING COMPANY
Incorporated
606 TO 624 NORTH OAKLEY BLVD., CHICAGO, ILL.

Do Lightning Rods Protect?

GOOD lightning rods afford absolute protection against lightning. Not only do they safeguard the building struck, but actually prevent strokes.

Proof of this is furnished by the fact that leading insurance companies grant lower rates on rodded buildings—that the United States Government employs the use of rods on its governmental buildings—that the Ontario Agriculture College in tests made over a period of thirteen years has conclusively proved that this claim for lightning rods is correct.

Evidence of this strong character cannot be denied. It decisively answers the question: "Do lightning rods protect?"

This proof presented to property owners enables dealers to sell more good lightning rods. Why not present this proof to your prospects? It will build up their confidence in lightning rods and make this product an important, profitable item in your line.

The Electra System of Lightning Protection meets the most exacting requirements and affords the fullest possible protection. It is approved by the National Fire Protective Association, and exceeds the requirements of the U. S. Bureau of Standards, Underwriters' Laboratories and other leading scientific authorities.

Electra Manufacturing Company
Incorporated
606 to 624 North Oakley Blvd., Chicago, Illinois, U. S. A.

The United States Government Believes in Lightning Rods

Largest Single Order Ever Placed for Lightning Protection Awarded for 78 Systems

Manufactured by

Electra Manufacturing Company

CHICAGO, ILLINOIS

at United States Proving Grounds, Savanna (Proving Grounds), Illinois

AMMUNITION MAGAZINE

HIGH EXPLOSIVE POWDER MAGAZINE

This job consisted of 78 magazines and required approximately six miles of Electra Lightning Conductor, 390 Air Terminals, 1020 Auxiliary Points and 252 Ground Terminals inserted into **permanent moisture.**

All material made to rigid U. S. Government specifications. One of the most essential requirements of these specifications for this important work was that the Lightning Conductor be in continuous lengths and free from joints and missing wires.

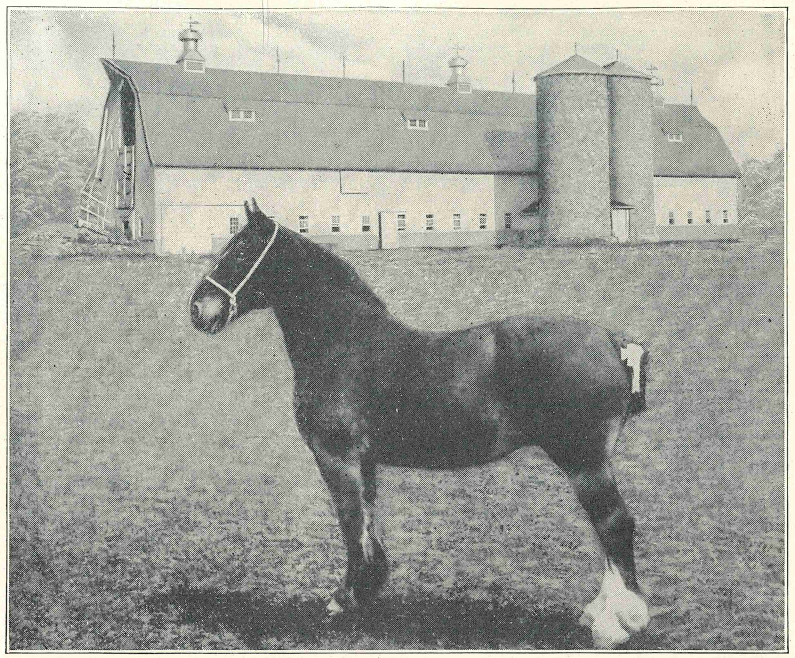
The conditions under which these Electra Systems of Lightning Protection must function are extremely severe. Here a lightning flash might ignite powder and cause a tremendous explosion. Our duty was to equip each magazine so that any lightning discharge would be harmlessly diverted into the ground.

This tremendous task of correctly protecting this valuable Government property was entrusted to us and executed to the entire satisfaction of the Constructing Quartermaster and his corps of Engineers. Permission has been granted to us by the Department at Washington, D. C., to mention this remarkable achievement on our part.

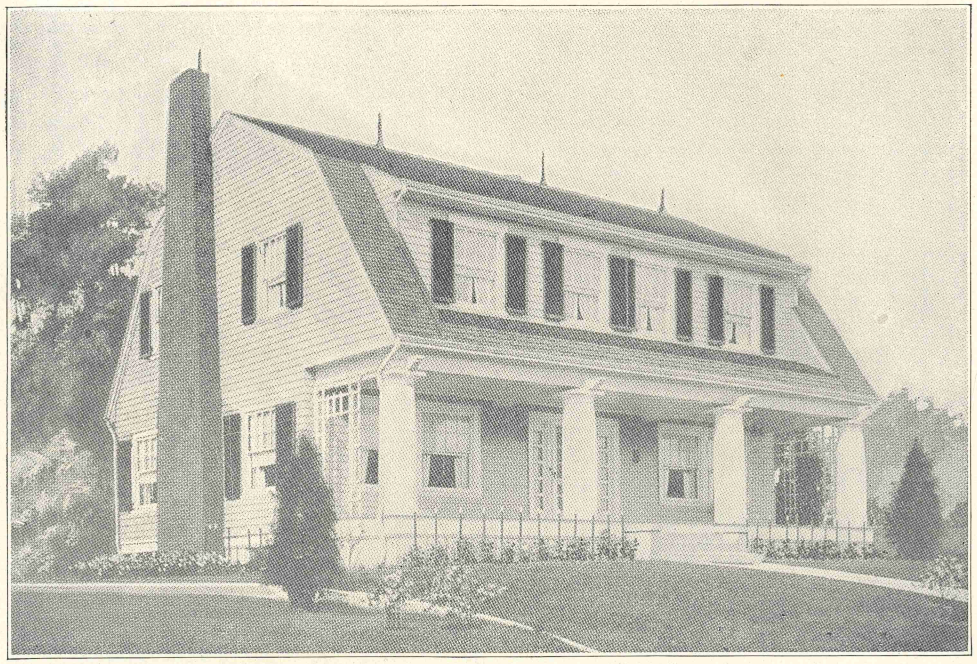
Because you buy lightning rods only for the protection they afford and because with less than full protection they would be dear at any price, you cannot risk experimenting with cheap inferior rods or with companies who lack the knowledge of scientific installation and who are in business today and gone tomorrow.

A company in whom the U. S. Government can repose confidence is entitled to consideration from any property owner needing lightning protection.

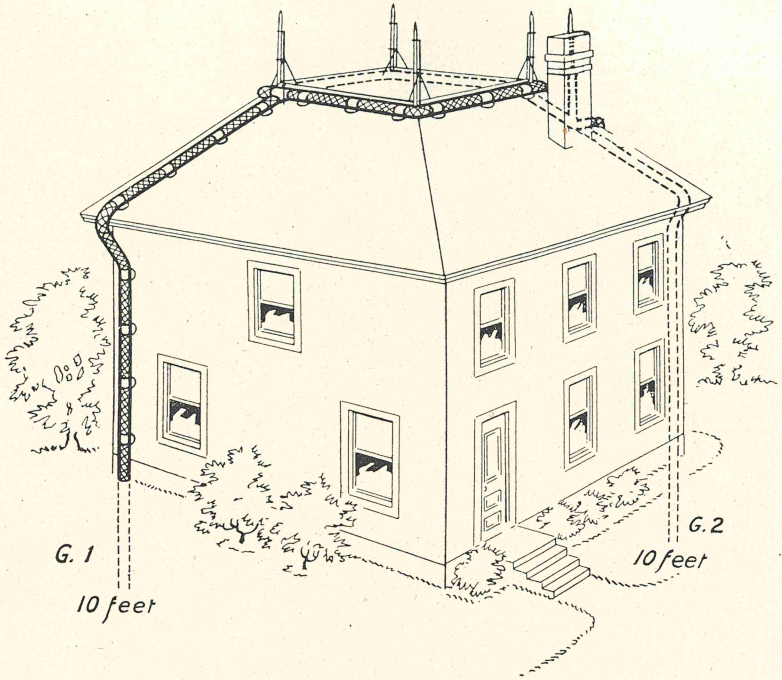
Sell and erect the Electra System and when the storms swiftly gather and lightning flashes your customers will be relieved to the fullest extent from one of nature's most destructive forces.



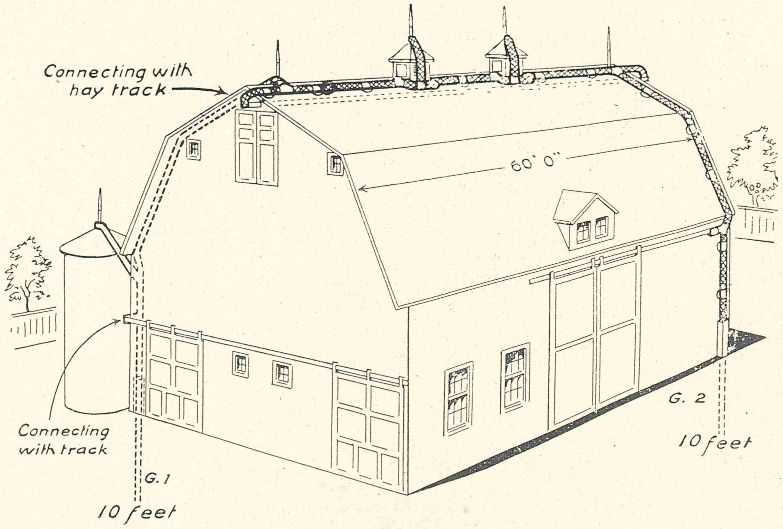
Made safe from lightning by Electra Supreme Lightning Protection
The best that science and human ingenuity can produce



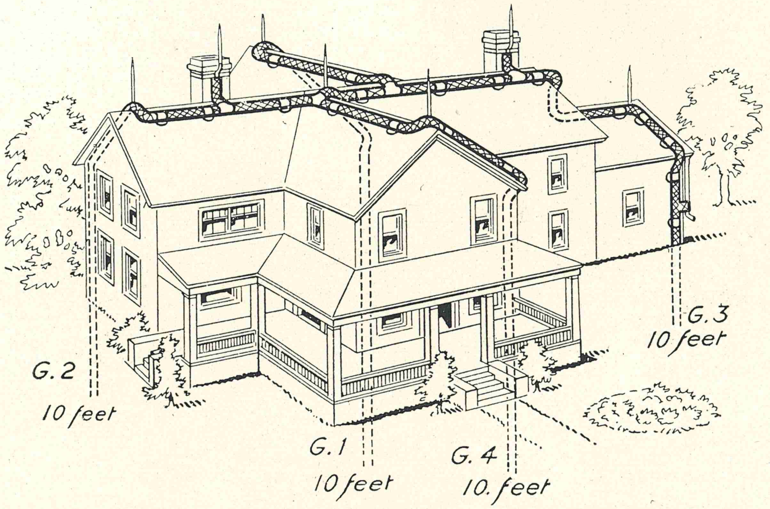
This city residence is protected with Electra Patented Low Air Terminals.
Glass balls or other ornaments are not used.


G. 1
10 feet
G.2
10 feet

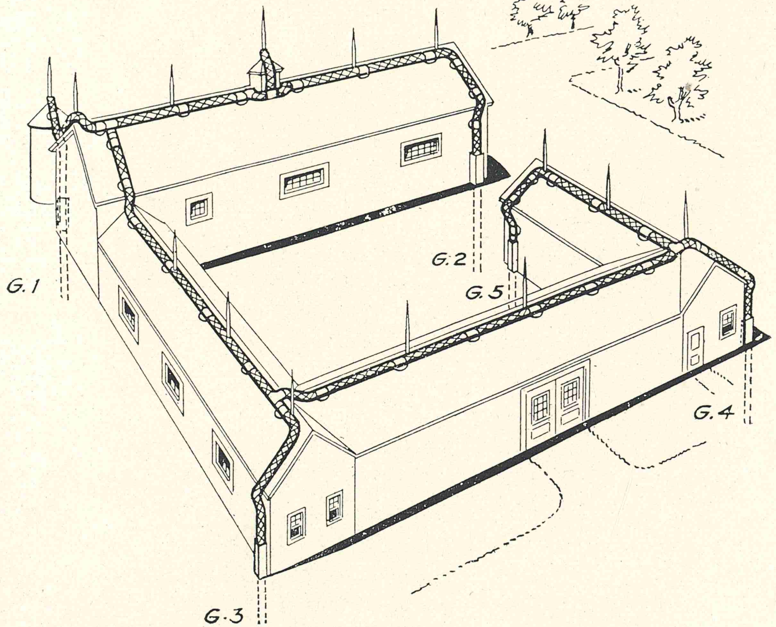
HOUSE
Detailed Electra Installation


Connecting with hay track
60' 0"
Connecting with track
G. 1
10 feet
G. 2
10 feet

BARN
Detailed Electra Installation


G.3
10 feet
G.2
10 feet
G.1
10 feet
G.4
10. feet

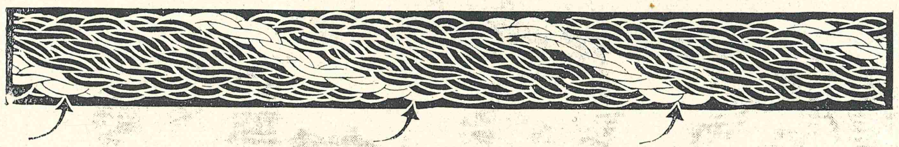
HOUSE
Detailed Electra Installation


G.1
G.2
G.5
G.4
G.3

CHAIN OF CATTLE BUILDINGS WITH SILO
Detailed Electra Installation

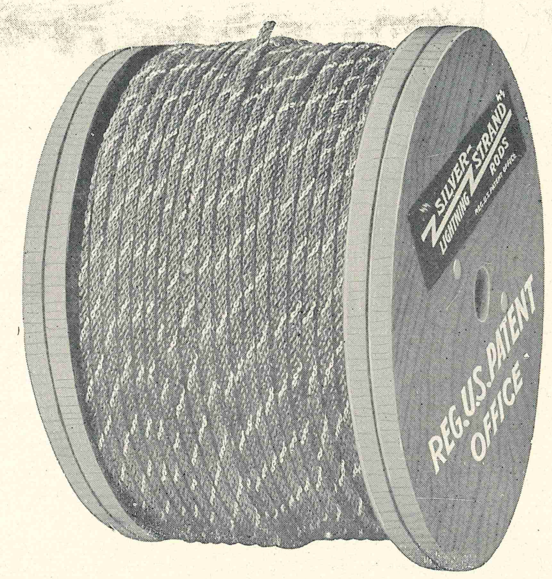
"Silver-Strand" Lightning Conductor

The "Silver-Strand" absolutely protects all buildings from damage by Lightning



Look For the "Silver-Strand." None Genuine Without It
(Registered U. S. Patent Office)

Only Lightning Conductor on the market having an easy and permanent means of identification. Four copper wires are coated with a silvery metal for the owner's protection when he buys and for generations after.

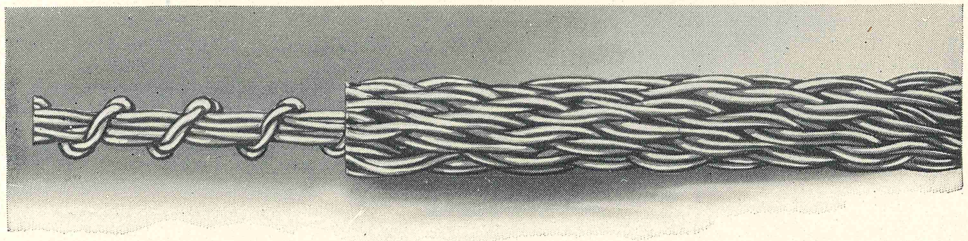

SILVER STRAND LIGHTNING RODS
REG. U.S. PATENT OFFICE

DISTINCTIVE—INDIVIDUAL

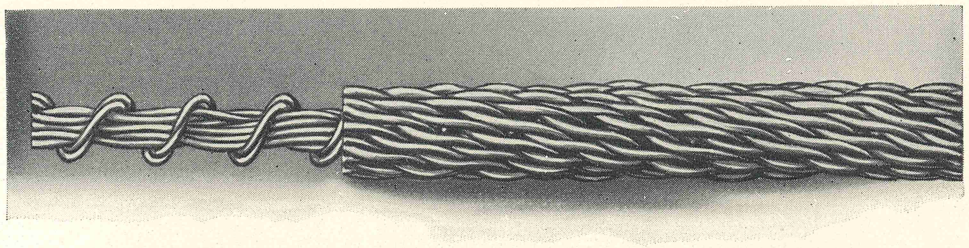
Highest Grade Scientifically Developed
Lightning Protection

Electra Pure Copper Lightning Conductors

Uniformly and Symmetrically Laid. Practical—Substantial—Efficient. Guaranteed 99.88 per cent Conductivity. 99.5 per cent Pure Commercially.



Type "A," With Wrapped Centers, Extra Large



Type "B," With Wrapped Centers, Extra Large

All Electra Copper Cables are EXTRA LARGE in size, contain more copper and positively have no spots with missing wires. The special construction of centers in these Cables increases the size and affords added advantage when making sales.

The wrapped centers are exclusive Electra features and afford an opportunity for the dealer to offer a better and larger conductor with maximum outside surface capacity.

Above are made regularly in

32 wires
36 wires
40 wires
44 wires } in No. 17 gauge

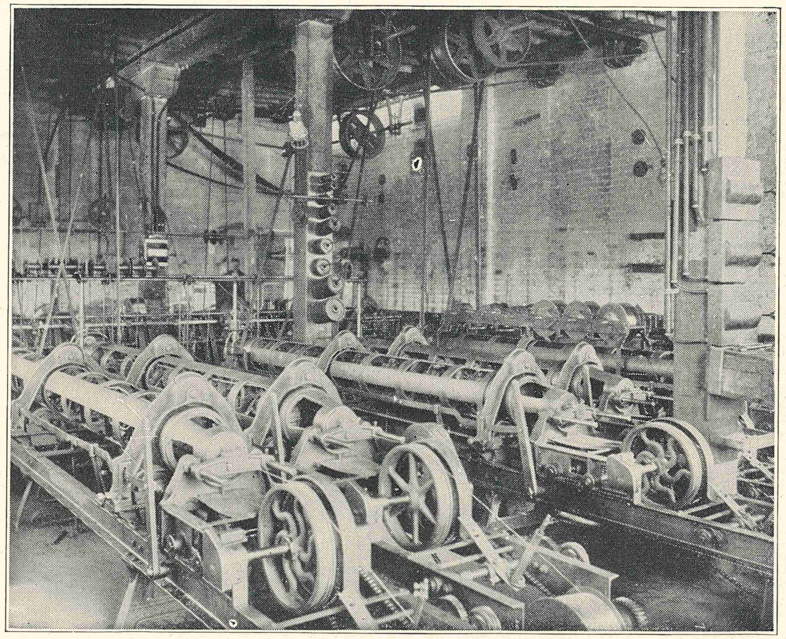
Cables made of smaller gauge than No. 17 are not approved by the Fire Underwriters, hence all Electra Conductors are composed of No. 17 gauge or larger.

Note: 28-wire or 49-wire Solid Twist or other Cables with additional wires of different gauges up to 133 wires furnished to order if desired. State size and quantity to be purchased.

One Factory Completes Your Order

Our Cabling Department is shown below. It will give the dealer a view of the interior of the most modern and complete lightning rod factory in the world. When a dealer chooses his source of supply he should know he establishes a connection with a genuine manufacturer—not a jobber or a pretended manufacturer. We do not only make Cables, but we make **everything** in the line of high grade fixtures and ornaments. This means you deal with headquarters when you buy the Electra and insures high quality and uniform materials at all times for your customers.

A "quality" article has everything in its favor, including the price asked for it.



Our High Speed Cabling Machines

This type of cabling machines permits us to guarantee all conductors made by us to be **free from missing wires in spots.** Electra dealers do not hesitate to invite the property owner to count the wires to make sure that every foot has the represented number of wires. This is one of their strongest talking points and they never need fear any Electra cable contains missing wires in spots.

Electra Patented Air Terminals

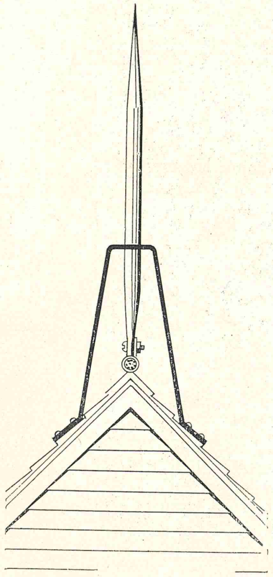
Furnished in 4½-ft. and 3-ft. heights and 36-inch and 22-inch Galvanized Brace Supports with 4 or 3 legs.

The seamless copper tube is heavy; one end is pointed and nickel tipped; other end formed with patented clamp which affords maximum electrical contact.

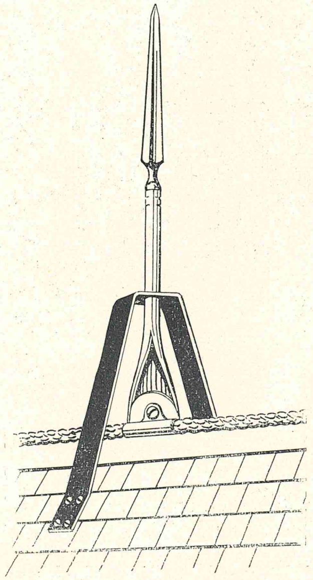
Solid Pure Copper Braces, guaranteed over 99% pure, furnished when desired.

Use Galvanized Brace Nails with Galvanized Braces.

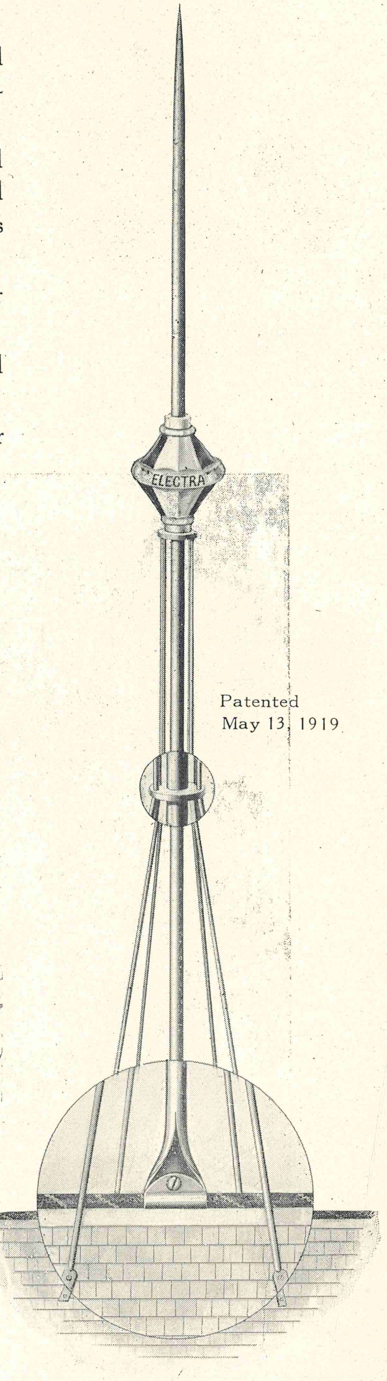
Use Copper Clad Brace Nails with Copper Braces.



Shell Point



Bayonet Point

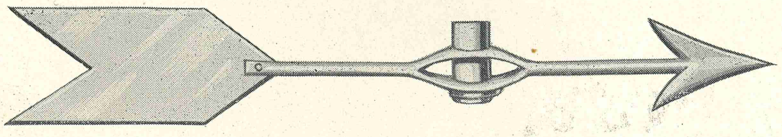


Patented May 13, 1919

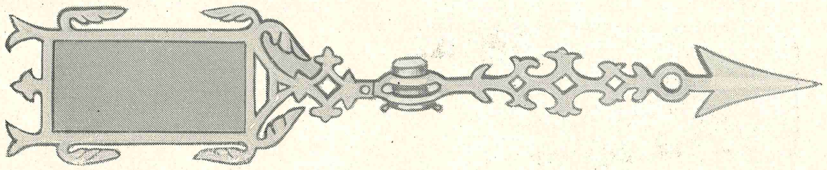
Electra Patented Low Air Terminals, all-nickeled.

18 inches high, with Copper Bracket Supports.

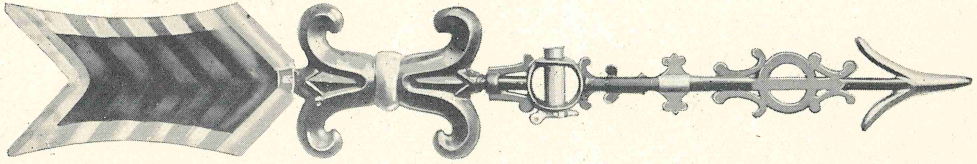
Use Copper Clad Brace Nails for fastening supports to buildings.



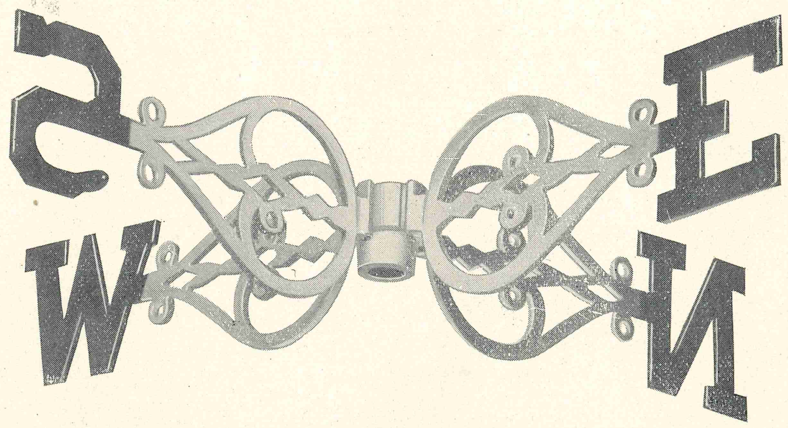
Pure Aluminum Arrow Vane, Metal Tail



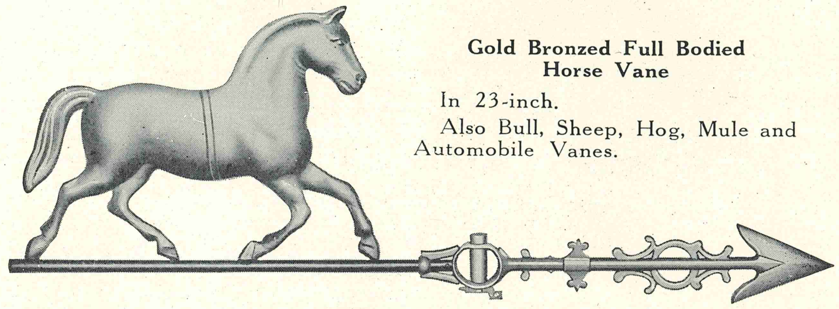
Pure Aluminum Arrow Vane, Glass Tail



Double Scroll Arrow Vane



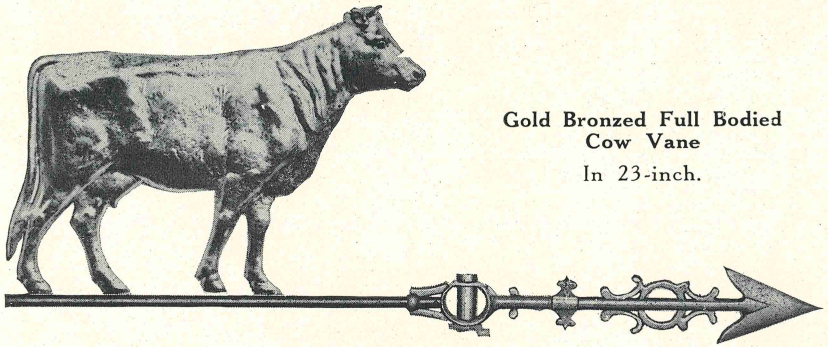
Points of Compass



Gold Bronzed Full Bodied Horse Vane

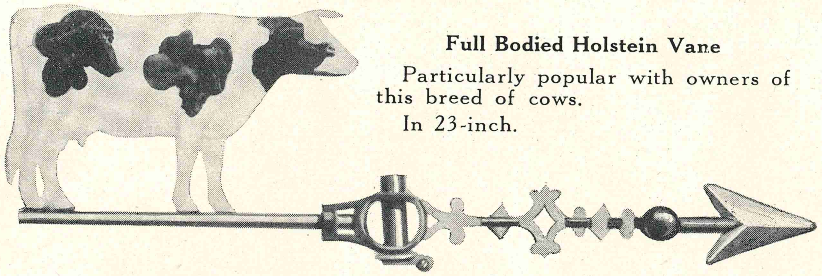
In 23-inch.

Also Bull, Sheep, Hog, Mule and Automobile Vanes.



Gold Bronzed Full Bodied Cow Vane

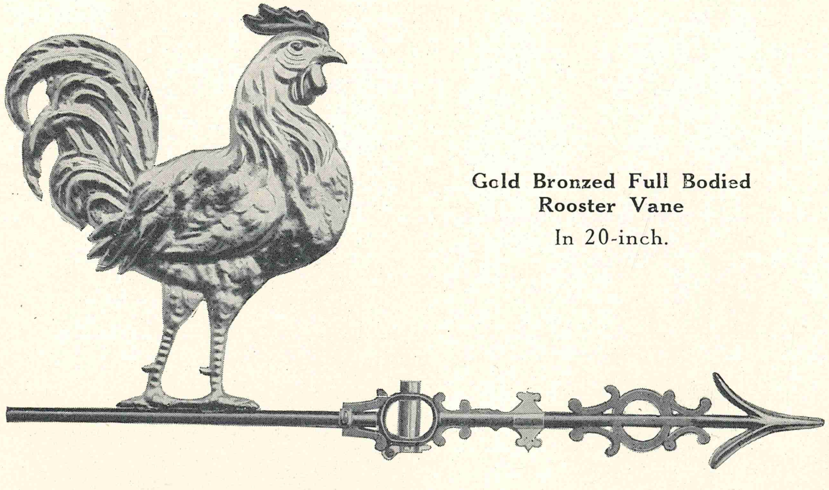
In 23-inch.



Full Bodied Holstein Vane

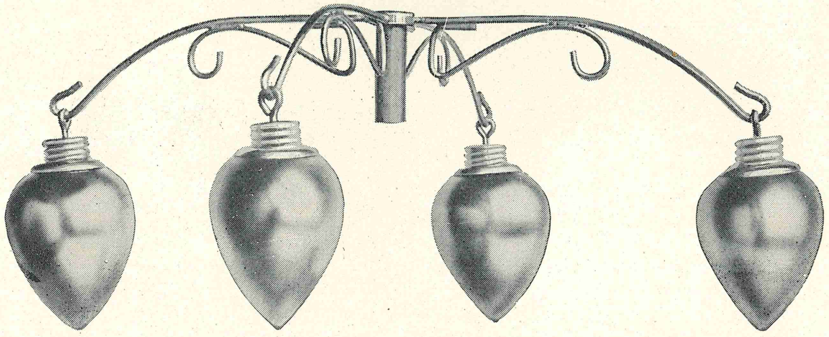
Particularly popular with owners of this breed of cows.

In 23-inch.

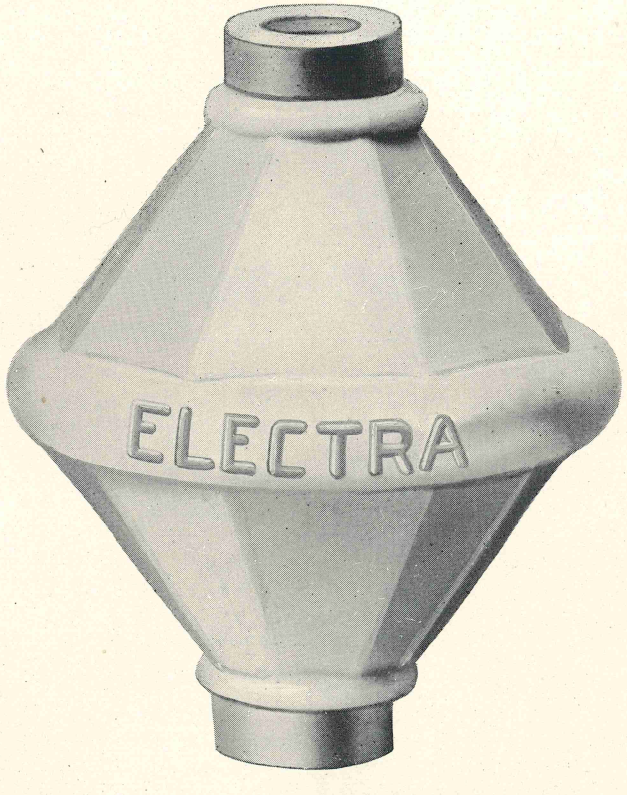


Gold Bronzed Full Bodied Rooster Vane

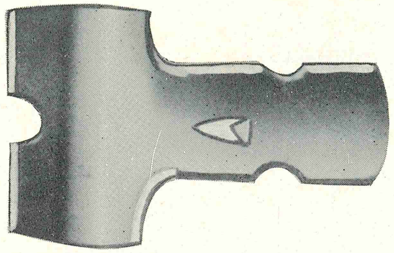
In 20-inch.



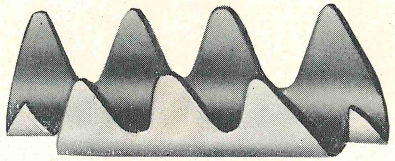
Four-ball Swinging Pendants. Furnished in blue, white, silver, royal blue and ruby with heavy nickeled caps and extra galvanized welded (rust-proof) brackets.



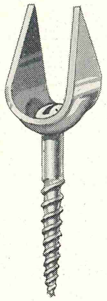
Electra New Design Glass Balls. Furnished in Blue, White, Gold, Silver and Ruby



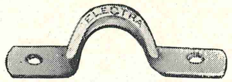
Hugtite Pure Copper Brancher
To connect branch to main cable



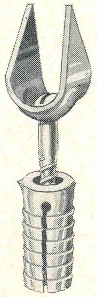
Hugtite Pure Copper Splicer
For connecting cables



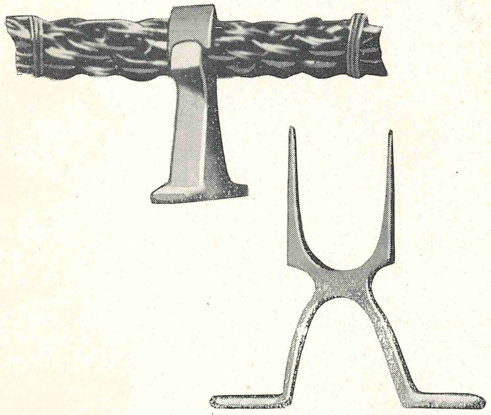
1-Hole Copper Screw U Fasteners
For wood



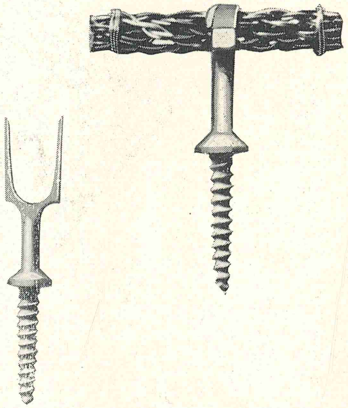
Copper Cleats
for holding cable to buildings. Use copper clad cleat nails for fastening.



For Brick or Cement
Star Hand Drills, 7/16-in. dia., furnished for drilling in brick or cement.



Nail Type

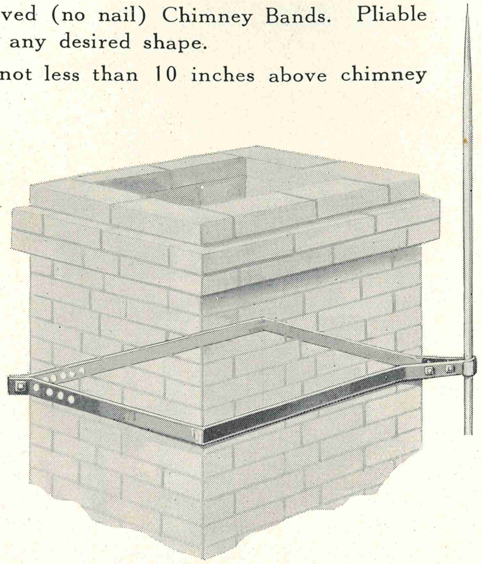


Screw Type

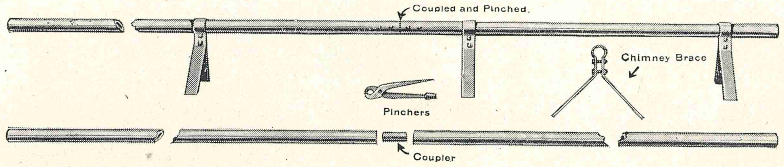
Galvanized Malleable Disperser for holding cable away from building if desired. The lips bend readily to enclose cable. For brick or cement use leaded expansion anchors and drill holes with star hand drill.

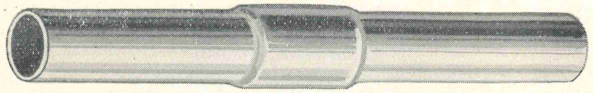
ELECTRA Improved (no nail) Chimney Bands. Pliable and readily bent to any desired shape.

Point should be not less than 10 inches above chimney height.



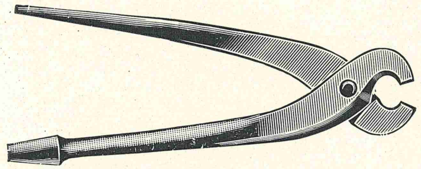
Method For Increasing Length of Copper Upright Points



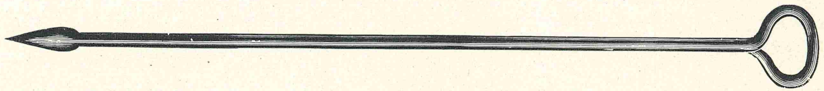


Copper Tube Coupler

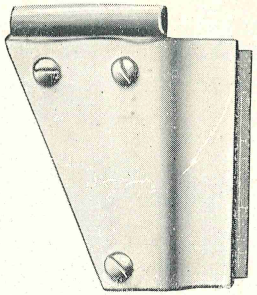
Above illustrates how ordinary copper tube upright can be joined and lengthened to protect chimney of any height from damage by lightning by use of Copper Tube Couplers and Piercing Tongs.



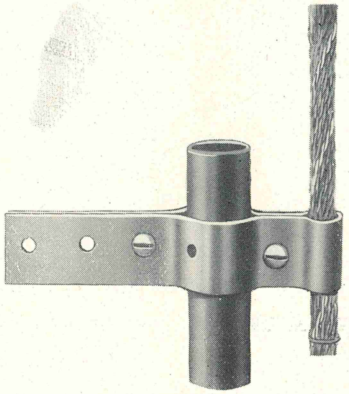
Grovers for connecting Bayonet Points to tube



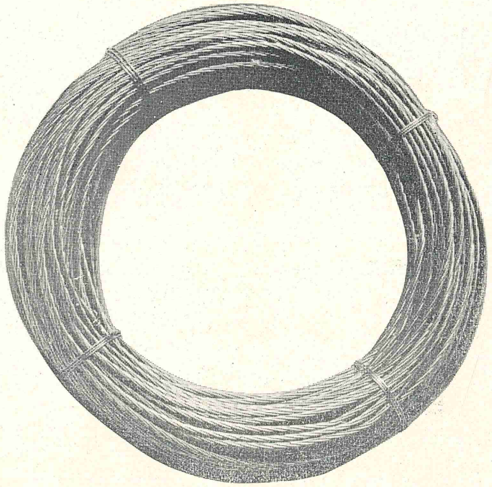
Ground Drill Rod, 10 feet long x ⅝-inch or ¾-inch diameter
These Ground Drill Rods can be readily made by your local blacksmith



Plumb Level for gauging position of Air Terminals.



Adjustable Copper Bonding Clamp for connecting to underground water-pipes and other metals.



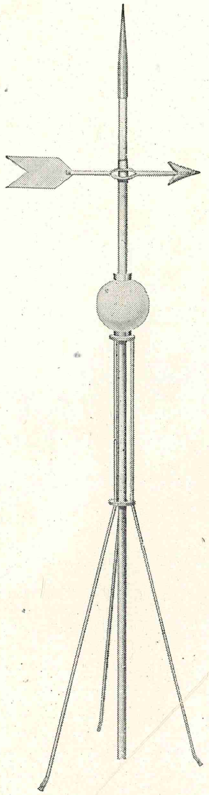
Electra Miniature or Connecting Cable

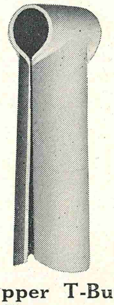
*The 14-wire cable conforms to requirements of Underwriters' specifications. For connecting metal work, hay tracks, door tracks, etc. Put up in 250-ft. coils.

Climax or Safety Brand Air Terminals

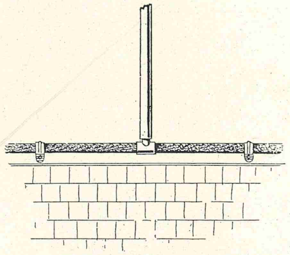
Furnished with pointed tube one end; T-Burr coupler other end. If desired 7½-inch all-nickeled copper shell point will be furnished for plain tube at same price.

4½-foot or 3-foot heights with 3-leg galvanized brace supports 36-inch or 22-inch.

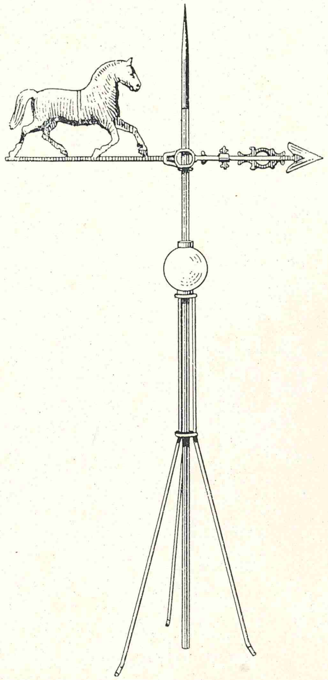




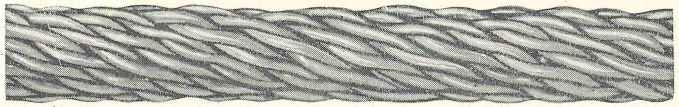
Copper T-Burr Fastener



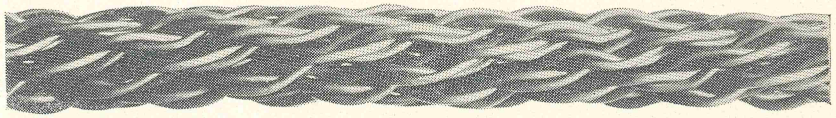
T-Burr Fastened to Cable



Climax or Safety Brand Copper Cable Lightning Conductors



Smooth Twist



Loose Twist

Above Conductors made of 32, 36, 40 and 44 wires

Standard Packages, Etc.

A regular 1,000-ft. outfit consists of 1,000-ft. Cable, 24 Braces, 24 Air Terminals, 24 Glass Balls, 4 Arrow Vanes, 2 Animal Vanes, 250 Copper Cleats, 2 Branchers and 2 Splicers. This assortment may be varied to suit dealer's requirements; also any other items that may be specified.

Standard Packages:

Cable is put up on 500-ft. or 1,000-ft. solid head burlapped spools.
Braces in bundles of one dozen each.
Air Terminals in crates of 12 or 24.
Glass Balls in individual paper cartons, dozen in boxes.
Weather Vanes, Fasteners, etc., in wood boxes.

We ship from Chicago, the greatest Central Market of America. 2,500 thru package cars, destined for 1,800 points in 48 States, leave Chicago daily. These 2,500 destination cars give transfer service to more than 60,000 other shipping points. This thru package-car service gives 1 day delivery to Detroit, Evansville and Dubuque; 2 days to Pittsburgh, Nashville, Omaha, Minneapolis and Kansas City; 3 days to New York, Montgomery, Oklahoma City and Aberdeen; 4 days to Boston, New Orleans, Dallas and Trinidad; to other points correspondingly fast time.

Note: All equipment shown is eligible for the Master Label Service as operated by the Underwriters' Laboratories. **There is an additional charge for Master Labeled Equipment and particulars will be furnished on request.**

Whether labeled or unlabeled, it conforms to the standard adopted by the National Fire Protection Association, under the sponsorship of the United States Bureau of Standards and the American Institute of Electrical Engineers.

The Electra Agency

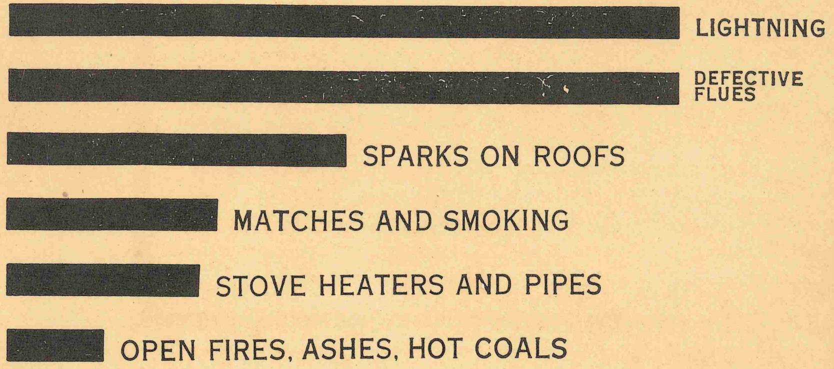
Offers You

Highest Quality—Workmanship—Service

At

Fair and Reasonable Prices

Principal Causes of Fires To Farm Dwellings



FARM FIRE LOSSES, $150,000,000 Annually in United States, or $25.00 per FARM.

4,000 Lives Lost and Thousands Injured.

America Burns $1,064 a Minute!

LIGHTNING LOSSES in United States—

1926—$18,205,326
1925—$13,196,918

No wonder Insurance Companies urge the protection of life and property against nature's most destructive force.

We Will Give

$1000
REWARD

$1,000 in Gold

to the person who can show a better grade of copper than used in Electra Lightning Conductors; we will give the same amount to any person who can produce a lightning conductor testing higher in conductivity than the Electra; we will give the same amount to any person who can produce a lightning conductor affording more lightning protection than the Electra.

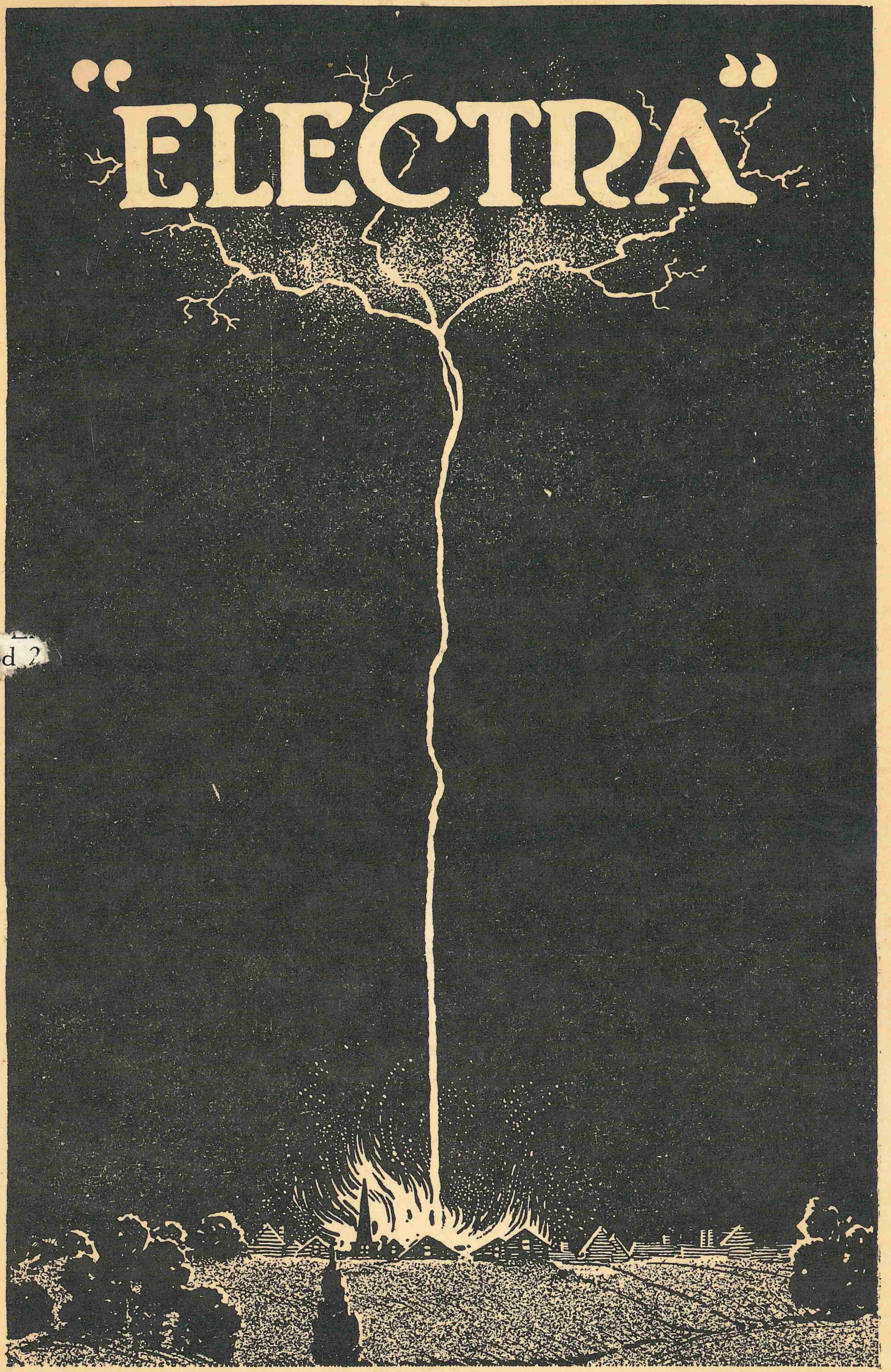
ELECTRA MANUFACTURING COMPANY
INCORPORATED
CHICAGO, ILL.

ELECTRA

- ELECTRICALLY EFFICIENT
- LONG LIVED
- EASILY ERECTED
- CHOICE COPPER
- TRIED TESTED
- RELIABLE REPUTABLE
- APPROVED ACCEPTED

SUPREME LIGHTNING PROTECTION

IN BUSINESS OVER TWENTY YEARS



ELECTRA MANUFACTURING COMPANY
Incorporated
606 TO 624 NORTH OAKLEY BLVD., CHICAGO, ILL.